

LEO BURNETT COMPANY, Inc.

Ad No. 106—Reg. No. 39950—1 page—Pub.—7 x 10 in.—(Food Topics, September, 1965)
(Supermarket News, September 13, 1965)

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Printed in U.S.A.



Jackie Gleason— one of our best gum salesmen

There are a lot of gum chewers in 27 million viewers. That's how many Clark Gum prospects Jackie calls on every Saturday night for us—and you!

Shows like Jackie Gleason, Red Skelton, Walter Cronkite's News, Candid Camera, Hazel, Slattery's People, The Loner, Hogan's Heroes and Thursday Night at the Movies deliver some 200 million viewers for Clark Gum retailers every week—big reasons why Clark sales are soaring!

Stock the gum the stars are selling! Stock the three fresh flavors you get only from Clark—Sour Lemon, Cinnamint and Teaberry.

Then watch our "salesmen"—your salesmen,—sell Clark on TV, all through the week.

Clark Gum—now from Philip Morris



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